

The Fifth Estate

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Broadcasting ⚡ Mar 26

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Broadcasting **Mar 26**

Deregulation talks go on in the House without NAB □ "At Large" with CBS's Thomas Wyman □

HOLD IT □ Goldwater and 14 other senators write letter to Fowler asking the FCC to take no action on financial interest/syndication for at least two years. **PAGE 27.**

TALKS GO ON □ Despite NAB pressures to the contrary, House Telecommunications Subcommittee members continue work on deregulation bill. **PAGE 27.**

EIGHTH FLOOR SHOWDOWN □ TRAC's Sam Simon blasts FCC approach and deregulatory course of Chairman Fowler, walks out of en banc hearing. **PAGE 28.**

VIDEO ITEM □ On agenda for Intelsat board is proposal for organization to get into video services. **PAGE 29.**

DOORS CLOSE □ National News Council folds. **PAGE 30.**

MIXED DECISIONS □ Supreme Court backs broadcasters in case involving lowest unit rate requirements for political ads; two libel cases go against news media. **PAGE 31.**

BOARD VOTES □ Most incumbents are re-elected to NAB's radio and television boards. **PAGE 33.**

AT LARGE □ In candid interview with BROADCASTING editors, CBS chairman and chief executive officer, Thomas Wyman, discusses CBS today and tomorrow under his leadership, and addresses major issues affecting that company and the industry at large. **PAGES 36-46.**

ROLLING WHEEL □ *Wheel of Fortune* gains momentum

in the contest for highest-rated syndicated program. **PAGE 46.**

NATPE LIST □ List of 177 shows that NATPE International considers fall prospects is released. **PAGE 47.**

NO BUM STEER □ Wendy's 'Where's the beef?' commercial tagline is rapidly becoming part of everyday vernacular. **PAGE 57.**

TAKEOVER TRUCE □ Rupert Murdoch sells 5.5 million shares back to Warner, thus ending his takeover bid. **PAGE 59.**

WESTWOOD HO □ Westwood One files with SEC for public stock offering, signs satellite deal with RCA. **PAGE 60.**

CLOSING IN □ ABC and CBS near settlement with Writers Guild of America, although CBS's Los Angeles contingent wants out of negotiations and union. **PAGE 60.**

TANNER IN COURT □ Media General files lawsuit against William B. Tanner, claiming more than \$230 million in damages. **PAGE 61.**

PRIVATE USE □ Two bills are introduced to clear up legality of home earth station use in receiving satellite signals. **PAGE 64.**

RESTRUCTURING □ In wake of Mulholland departure, NBC reorders top executives. **PAGE 70.**

WIRED AND WIRELESS NATION □ Microband's Mark Foster sees room for both multichannel media in America's communications future. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing	56	Datebook	20	Law & Regulation	61	Stock Index	58
Business	59	Editorials	98	The Media	68	Technology	65
Business Briefly	10	Fates & Fortunes	91	Monday Memo	18	Telecastings	64
Cablecastings	14	Fifth Estater	95	Open Mike	24		
Changing Hands	69	For the Record	74	Programming	46		
Closed Circuit	7	In Brief	96	Riding Gain	66		

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INDEX TO ADVERTISERS □ Antonelli Media Training Center 12 □ Blackburn & Co. 68 □ Capital Cities Television Productions 50-51 □ Chapman Associates 71 □ Classified Ads 80-90 □ Columbia Pictures Television 4-5, 8-9 □ Continental Electronics Third Cover □ DFS Program Exchange 35 □ Eastman Kodak Co. 16-17 □ Embassy Telecommunications 21, 23 □ Gaylord Broadcasting Co. 39 □ Golden West Television 11 □ Harris Corp. 25 □ Hearst/ABC-Viacom Entertainment Services Front Cover □ Ted Hepburn Co. 69 □ Jhan Hiber & Associates 6 □ Insurance Information Institute 55 □ Kahn Communications 67 □ MIP-TV 77 □ Mobil Showcase Network 53 □ National Broadcasting Co. 91 □ NEC America 37 □ Professional Cards 79 □ The Research Group Second Cover □ Robert W. Rounsaville & Associates 70 □ R&R Syndications Fourth Cover □ Scientific-Atlanta 43 □ Services Directory 78 □ Joe Sullivan & Associates 15 □ Transtar Radio Network 41 □ Tribune Entertainment Co. 13, 19 □ TV Extra 49 □ WBBM-TV 26 □ WDVN-TV 45 □

Business Briefly

Advantage

Local/retail TV grows. According to Television Bureau of Advertising, local/retail television advertising climbed by 16% in 1983 to \$2,979,171,600. Largest percentage gain by category was registered by personal services (beauty shops and supplies, legal services and photographers), up 52% to more than \$30 million. Others posting substantial gains were household services, up 24% to more than \$125 million; automotive, up 33% to almost \$281 million, and retail services, up 27% to almost \$71 million. Single largest advertiser in 1983 in local/retail television advertising, according to TVB, based on Broadcast Advertiser Reports figures, was McDonald's Corp., with more than \$105 million, up 12%. The top 25 local/retail advertisers follow:

Advertiser	1982	1983	% change
1. McDonald's Corp.	\$105,024,400	\$ 94,148,400	+ 12
2. Pillsbury Co. (Burger King)	49,538,900	31,951,100	+ 55
3. Pepsico Inc. (Pizza Hut, Taco Bell)	49,084,500	34,027,000	+ 44
4. Wendy's International	31,224,200	18,035,100	+ 73
5. Dayton-Hudson Corp.	25,321,700	19,271,100	+ 31
6. Federated Department Stores	24,546,000	24,446,900	0
7. General Mills (Red Lobster Inns)	24,189,000	32,920,200	- 27
8. Sears Roebuck & Co.**	22,864,100	13,812,400	+ 66
9. R.J. Reynolds Industries (Kentucky Fried Chicken)	19,837,400	15,687,700	+ 26
10. Lucky Stores Inc.	19,673,600	16,817,700	+ 17
11. The Kroger Co.	19,608,800	14,672,500	+ 34
12. Safeway Stores Inc.	19,435,500	18,867,300	+ 3
13. Imasco Ltd. (Hardees, Burger King)	18,452,300	16,170,900	+ 14
14. Jerrico Inc. (Long John Silver)	18,091,700	20,807,900	- 13
15. Winn Dixie Stores Inc.	18,018,600	13,789,500	+ 31
16. American Stores	17,872,100	20,863,300	- 14
17. Gulf + Western Inc. (movies)	17,466,300	17,977,500	- 3
18. J C Penney	16,255,900	14,048,600	+ 16
19. Ralston Purina Corp. (Jack-in-the-Box)	15,800,700	8,914,600	+ 77
20. BAT Industries, PLC	15,535,900	15,045,000	+ 3
21. May Department Stores Co.	15,031,200	7,815,400	+ 92
22. Aamco Industries Inc.	14,411,400	12,878,800	+ 12
23. Cotter & Co. (True Value Hardware)	13,909,700	14,122,500	- 2
24. Southland Corp.	12,720,100	5,455,400	+ 133
25. MCA Inc. (movies)	12,510,600	9,250,300	+ 35

** Includes \$3,460,400 for Sears Financial Network and \$1,873,100 for Coldwell Banker Real Estate in 1983, and \$790,000 for Coldwell Banker in 1982.

Disney's minority accent. Mingo-Jones Advertising, New York, has prepared radio and print advertising for Walt Disney Productions aimed at minority audiences. Campaign, to cost about \$1.5 million this year, will spotlight all divisions of company, including Walt Disney World, Epcot Center and Disneyland. Between May and December there will be series of 60-second radio commercials carried on about 100 affiliated stations of National Black Network. Commercial's will be broadcast 15 times per week over 22 weeks. Agency also is in process of creating TV commercial that will supplement radio and print efforts.

Claims against advertising. Ten challenges to national advertising, including five on television, were resolved during month of February by National Advertising Division of Council of Better Business Bureaus. NAD agreed that claims made by Eastman Kodak in TV commercial for Trimprint Instant color film had been substantiated. Modified or discontinued were TV commercials for National Coffee Association, Seven-Up Co., Beecham Inc. (Somnax 2 sleep aid) and Coca-Cola Co. (diet Coke).

ANA/RAB. Association of National Advertisers/Radio Advertising Bureau annual workshop—event designed to highlight trends in radio advertising—has been slated for June 6 at Waldorf-Astoria hotel in New York. Scheduled to keynote day-long affair is J. Jeffrey Campbell, president and chief executive officer of Burger King, who plans to discuss his company's radio advertising strategy.

TV ONLY

U.S. Olympic Training Committee □ Fund-raising effort will be spotlighted in one-week flight in 111 markets, starting on various days in April. Commercials will be carried during late fringe and various times on weekends. Target: adults, 25-54. Agency: Kaiser Kuhn Bennett & Sharp, Atlanta.

Johnson Fishing Reels □ Campaign will begin in Kansas City, Mo., in early April and in Minneapolis in early May for four weeks over eight-week period. Commercials will be carried in early and late fringe and news. Target: men, 18-49. Agency: William L. Baxter, Minneapolis.

Conwood Corp. □ Various insecticides will be spotlighted in 10- to 12-week campaign beginning April 9 over 20 weeks. Spots will air in 82 markets in daytime, early and late fringe and news. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Minnesota Mutual Life □ Various types of insurance will be promoted in one-week flight to begin in late April in Lansing and Flint-Saginaw, Mich. Commercials will be scheduled in all dayparts. Target: adults, 25-49. Agency: Carmichael-Lynch, Minneapolis.

Nationwide Insurance □ Four-week flight will air in 30 markets beginning April 9. Spots will appear in early and late news, late fringe and sports. Target: men, 25-54. Agency: Ogilvy & Mather Partners, New York.

BMW □ Campaign for automobiles will begin April 2 in 45 markets. Spots will air for four weeks in early and late news and prime time. Target: men, 25-54. Agency: Ammirati Puris, New York.

Conair □ Campaign highlighting Curl Air hair-styling wand will begin May 13 and run for three weeks in eight markets. Spots will air in all dayparts, with emphasis in teen-oriented programming. Target: women, 18-34 and teen-agers. Agency: in-house, Edison, N.J.

Ciba Geigy □ Agricultural chemicals will be advertised in five markets, beginning in late April and in May for about nine weeks. Commercials will run in all dayparts on gardening shows. Target: adults, 18-plus. Agency: Dancer Fitzgerald Sample, New York.

Isaly Inc. □ Klondike ice cream bars will

1983, *Feud* recorded a 16/28 Nielsen compared to an 11/18 last November on KSDK-TV which was carrying *Entertainment Tonight* in that time period.

And in Kansas City, where *Wheel* and *Feud* go against each other at 6:30 p.m., *Wheel* came in just behind *Feud* by two share points. *Wheel* on KMBC-TV scored a 12/22 compared to *Feud* on KCTV(TV) which recorded a 13/24 in the February sweeps. However, that was the first sweeps period for *Wheel* in that market. Last November, KCTV won by a wider margin when *Feud*'s 17/32 outperformed *PM Magazine* on KMBC-TV with an 8/16.

The Milwaukee Arbitron also shows a share decline for *Feud* against *Wheel*. In the February Arbitron sweeps, *Wheel* scored a 17/30 on WITI-TV at 6:30 p.m., up from a 14/25 last November and a 9/16 in February 1983 when WITI-TV carried *Entertainment Tonight* in that period. *Feud*, carried on WTMJ-TV, had a 12/21 in the most recent February sweeps, compared to a 12/22 last November and a 17/30 in the preceding February.

During the November 1983 sweeps,

Wheel beat *Feud* in 13 of the 17 markets where the shows competed head-to-head. Those markets were Baltimore; Charleston, S.C.; Columbus, Ohio; Dallas; Greenville-Spartanburg, S.C.-Asheville, N.C.; Milwaukee; Mobile, Ala.; Orlando, Fla.; Philadelphia; Phoenix; Sacramento, Calif.; and South Bend, Ind. *Wheel* again surpassed *Feud* in those markets, on top of Chicago, Philadelphia and Washington, as mentioned above.

Jack Kelley, vice president, off-network sales, Viacom, reported that 70% of *Feud* stations in the top 35 markets that play directly against *Wheel* have renewed the program for a fifth season. (Viacom only had 30% renewals going into NATPE.) "We're very bullish about the fact that we have several more years of life left and Viacom is 1000% behind the show," he said. Kelley pointed out that over 90% of the Nielsen books of the top-50 markets are in, and that *Feud* is ranked either number one or number two in 64% of those markets. "That's not bad news," he emphasized.

Al Jerome, president of the NBC Television Stations, which all carry *Family Feud*

in syndication, acknowledged that "*Wheel* has been an effective game show," but added, "I'm certainly not willing to conclude that *Feud* is not going to come back—it's a little too early to tell." Jerome also said he thought *Feud* had lost ground in Chicago and Washington—two of the markets where NBC owns television stations—for different reasons. In Chicago, he explained, competitor WLS-TV dropped a portion of its local news to program *Wheel* and thus NBC-owned WMAQ-TV lost "an opportunity to counterprogram." In Washington, however, Jerome said it looked more as though *Wheel* had simply cut into *Feud*. He also noted that when *Wheel* premieres in New York, it goes against *Feud*'s strongest market, where it's lately been averaging 27 shares in the Nielsen books.

King World will introduce *Wheel* in New York within the next week on WCBS-TV at 7:30 p.m., replacing *2 on the Town*, the in-house production that has been canceled. On March 5, *Wheel* will go on the air in Los Angeles on independent KCOP(TV), which will air it opposite the three network newscasts. At present, the show is carried in about 105 markets. □

Post-NATPE program marketplace

177 out of 300-plus shows presented at February market still show signs of life

NATPE International has issued a list of 177 programs that are still considered prospects for a start this year. The total compares to 161 in 1983, 167 in 1982, 235 in 1981 and 149 in 1980.

Excluded are a dozen recently issued feature film packages, as well as titles offered

by small companies that did not take exhibit space on the Moscone Center floor or in a local hotel at NATPE.

At the 21st annual market in San Francisco, last Feb. 9-14, NATPE counted more than 300 programs offered by 205 distributors. Of those titles still in the running, a breakdown by category reveals that, once again, information (including news and magazines) and variety (including music and music video) are the leading categories, with

32 entries each, followed by drama with 27 new entries. There are 18 documentaries compared to nine last year; 15 game shows (10 last year); 11 children's shows (same as last year); 10 comedies (three in 1983); 10 instructional (11 last year); 10 sports (13 last year); eight talk (six last year), and four docudramas (the same as 1983).

One asterisk denotes a show offered on a barter basis, two asterisks mean the show is a cash-plus-barter deal.

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
The Accident	1 1-hr	doc.	Euramco	Clips	½-hr strip	variety	King World
Action Makes 2	5 ½-hours	sports	Pennzoil Film	Connections	10 1-hr	doc	Lionheart
All-New \$100,000 Name				Cornelia Connelly	8 1-hr	drama	Tribune Ent.
That Tune	½-hr strip	game	Sandy Frank	Cornucopia	5 90-sec	info	DWJ Associates
American Health:	24 ½-hrs	info	Syndicast	Dance Class With Annabel	4 ½-hrs	instruct	TWS-TV Sales
America's Choice*	26 ½-hrs	info	All American TV	The Dance Show	13 1-Star	variety	All American TV
America's Greatest Kids	½-hrs	info	Dan Robinson	Daps	52 ½-hrs	drama	Euramco
Amor Gitano	194 1-hr	drama	Radio Caracas TV	Days Of Infamy	27 1-hr	drama	Radio Caracas TV
The Antiques Detective	52 2-min.	info	Ivanhoe	Dazzle Dancin*	13 ½-hrs	variety	Four Star
Anything for Money	½-hr strip	game	Paramount TV	Dick Clark Presents Rock			
Baker Street Boys	26 ½-hrs	drama	Fremantle	'n Roll Years	1 2-hr	variety	On The Air
Being Your Best**	90 ½-hrs	info	20th Century-Fox TV	Divorce Court	160 ½-hrs	docudrama	Blair Entertainment
Bergerac	29 1-hr	drama	Lionheart	Don Kirschner's Crazy			
Bienvenida Esperanza	70 1-hr	drama	Radio Caracas TV	Nights	26 1-hr	variety	MGM/UA
Big East Basketball	25 games	sports	Metrosports	Dr. Deke, The Pet Vet	52 2-min	instruct.	Ivanhoe
Bill Burrud's Animal Action				Dr. Wayne Dyer Talks to			
Adventure	½-hr strip	doc	American TV Dist.	America	175 ½-hrs	talk	Firestone Programs
Bizarre	100 ½-hrs	comedy	Viacom	Dreams of Gold	6 ½-hrs	sports	One Pass Media
Bobby Vinton Show*	13 1-hr	variety	Worldvision	El Show de Lopez	39 1-hr	comedy	Radio Caracas TV
Body Machine	26 ½-hrs	doc	Goldcrest Films	Essence*	26 ½-hrs	info	Essence TV
Braun & Company	200 1-hr	info	Multimedia	Eureka Stockade	4 1-hr	drama	Telepictures
Britannica Films				Every Second Counts	½-hr strip	game	Group W Prod.
Phenomenal World	22 ½-hrs	doc	Silverbach-Lazarus	The Everyday Gourmet	52 2-min	instruct.	Ivanhoe
Bubbles Beach	26 ½-hrs	comedy	American Pacifica	Explore	13 1-hr	doc	Silverbach-Lazarus
The Bubbles	52 5-min.	children	Goldcrest Films	The Explorers	14 1-hr	doc	Acama Films
Call of The West	52 ½-hrs	drama	Acama Films	Fame	24 1-hr	drama	MGM/UA
Card Sharks	260 ½-hrs	game	Firestone Program	Families In Conflict	30 ½-hr	talk	Silverbach-Lazarus
Carson's Comedy Classics	½-hrs	comedy	Columbia	Fantacias Musicales	7 1-hr	children	Radio Caracas TV
A Case in Point	120 ½-hrs	info	20th Century-Fox TV	Far Pavilions	6 1-hr	drama	Goldcrest Films
Celebrate America	3 1-hr	info	All American TV	Female Of The Species*	24 ½-hrs	info	Embassy
Celebrity Bullseye	195 ½-hrs	game	Colbert TV Sales	Fighting Sticks	2 40-min	doc	Western-World
Celebrity Quiz	65 30-sec.	game	Sherry Grant	Fit And Female	52 2-min	info	Ivanhoe
Century: Story Of Our Time	39 ½-hrs	info	WW Entertainment	Flash Frame	26 ½-hrs	game	Centerpoint
Charles/Dickens Classics	6 90-min	children	20th Century-Fox TV	FM-TV '84	26 1-hr	variety	On The Air
Cheerleaders Show	26 ½-hrs	variety	American TV Dist.	Follow Fun	52 30-sec	info	Sherry Grant
Chrysler College Bowl	26 ½-hrs	game	Lorimar	Fortunate Cow	½-hr strip	drama	Lorimar

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
From Hawaii With Love	1 2-hr	variety	Lexington	Moore Report, The	6 1-hr	doc	Fox/Lorber
The Gallivants	5 1/2-hrs	children	Mediafare	Music Magazine*	1/2-hr strip	variety	Music Magazine
Gardening in America	52 1/2-hrs	instruct	Blanchard Prods.	National Lampoon	1/2-hr strip	comedy	Golden West
Gary Deeb on TV	39 1/2-hrs	talk	Multimedia	New Business	26 1/2-hrs	info	American TV Dist.
Gastank	6 50-min.	variety	Goldcrest Films	New High Rollers	1/2-hr strip	game	Orion
The Glumps	26 6-min	children	Mediacast TV	New Let's Make A Deal	1/2-hr strip	game	Telepictures
Golden Globe Awards	1 2-hr	variety	Syndicast	New York Hot Tracks*	26 90-mins	variety	Golden West
Golden Link*	8 1/2-hrs	sports	Lexington	Notre Dame Football '84	11 games	sports	Metrosports
The Good Life*	52 1/2-hrs	info	Columbia, K&E	On Location	52 1/2-hrs	info	Baron Enterprises
Grand Old Country	26 1/2-hrs	variety	Acama Films	On the Square	26 1/2-hrs	info	Vitt Media
Great American Garden T-ops	260 2-min	instruct	Television Synd.	On Stage America*	26 2-hrs	variety	Metromedia
Great Independent Basketball	20 games	sports	Metrosports	Other Views, Other Voices	26 1/2-hrs	info	Centerpoint
Greats of the Game*	13 1/2-hrs	sports	DFS Program	Outlook	52 2-mins	info	Syndicast
Grover's TV Diner	26 1/2-hrs	comedy	All American TV	Pathfinders	13 1-hrs	drama	Excel Telemedia
Growing Up Healthy	52 2-min	info	Ivanhoe	Paul Ryan Show	1/2-hr strip	talk	Cannon
Growing Young*	1/2-hr strip	info	PSS/Donnelly	The Peppercorns	26 1/2-hrs	variety	Centerpoint
Guilty or Innocent	52 1/2-hrs	game	Genesis	Prescription For Your Health	60 30-secs	info	Program Marketing
Hitler and His Generals	6 1-hr	drama	Golden West	A Private View	8 1/2-hrs	variety	TSW-TV Sales
Hollywood Hooligans	26 1/2-hrs	children	Columbia	Proudly Presents	120 1/2-hrs	talk	Acama Films
Honeymoon Weekend	26 1/2-hrs	comedy	American Pacifica	Puttin' On the Hits	26 1/2-hrs	game	MCA TV
HOT*	1/2-hr strip	variety	Group W Prods.	Reel to Real	13 1/2-hrs	info	Dabar Productions
How We Learned to Ski	6 1/2-hrs	instruct	Goldcrest Films	Return to Eden	6 1-hr	drama	Worldvision
Interactor	65 1-min	game	Colbert TV Sales	Riding High	6 1/2-hrs	children	Western World
In Touch with Sally Jessy Raphael	1/2-hr strip	talk	Multimedia	Risking It All	26 1/2-hrs	docudrama	Western World
It Isn't Easy	2 1-hr	doc	Western World	Rituals	260 1/2-hrs	drama	Telepictures
Jacques Cousteau				Rock 'n America*	21 1-hr	variety	Centerpoint
Amazon Series*	3 2-hr	doc	Turner	Rock Palace*	13 1-hr	variety	Lexington
Jeopardy	1/2-hr strip	game	King World	Rock Show	26 1/2-hrs	variety	Entervision
The Jesse Owens Story*	4 1-hr	drama	Paramount TV	Rocky Joe	65 1/2-hrs	children	Almi TV
Jimmy Dean Country Beat	39 1/2-hrs	variety	Television Synd.	Rovers	24 1/2-hrs	variety	Blair Entertainment
Killer	3 1-hr	drama	Fremantle	Rush	13 1-hr	drama	Western World
Lifestyles of the Rich and Famous*	26 1-hr	info	TV Program Ent.	SCTV Network	156 1/2-hrs	comedy	Blair Entertainment
The Littlest Hobo	96 1/2-hrs	children	Telepictures	Secrets of the Coast	7 1/2-hrs	doc	TSW-TV Sales
Living Tomorrow	58 1/2-hrs	info	Western World	Sentimental Journey	3 1-hr	variety	Centerpoint
Local Program Network	weekly 1-hr	info	LPN Distribution	Shogun Warriors	130 1/2-hrs	children	Acama Films
Long Search, The	13 1-hr	doc	Lionheart	Sizzle	26 1/2-hrs	variety	Centerpoint
Magnificent Music Machine*	26 1/2-hrs	game	20 Century-Fox TV	The Songmakers	6 1/2-hrs	variety	TSW-TV Sales
Major Mars	65 1/2-hrs	comedy	Orion	Stan Brock's Expedition	26 1/2-hrs	docudrama	Metromedia
Make It Easy in Your Kitchen	66 22-sec	instruct	Program Marketing	Staying Healthy	26 1/2-hrs	instruct	Madison Intl.
Malcolm Douglas Adventures	13 1-hr	doc	Euramco	Story of an African Farm	6 1/2-hrs	drama	Western World
Marisela	71 1-hr	drama	Radio Caracas TV	The Super Chargers	13 1/2-hrs	sports	Mediacast TV
Mike Douglas Presents	3 1-hr	variety	Centerpoint	Super Country Superstars	3 1-hr	variety	Acama Films
Money Minutes	52 2-mins	info	Ivanhoe	A Talent for Murder	1 90-min	drama	Centerpoint
				Tales from the Darkside	23 1/2-hrs	drama	Lexington
				Tax Tips	60 22-secs	info	DFS
				Terrorvision	156 9-mins	drama	Excel Telemedia

Behind the scenes

CBS's *60 Minutes* explored the world of syndicated programming in a story broadcast March 19 on the 21st annual NATPE conference which took place last month in San Francisco. The report featured many familiar names, including syndicator Sandy Frank; Lucille Salhany of Taft Broadcasting; MCA executives Al Rush, Don Menchel and Shelly Schwab; Dick Robertson of Telepictures, and David Henderson of Outlet Broadcasting, plus snippets from both old and new programs being offered.

Correspondent Morley Safer in his introduction described the show as a "billion-dollar flea market... even the huge Moscone Center, soon to be the site of the Democratic convention, is too small to contain all the past, present and future schlock--and quality programs--that will be bought, sold and traded here." As part of the report, *60 Minutes* cameras trailed Salhany and Jim

Johnson, program director at KFTY-TV Santa Rosa, Calif., as they shopped the suites at the Fairmont and Moscone Center floor for new programs.

60 Minutes also captured the square-off regarding the pros and cons of cash-plus-barter programming debated by Telepictures' Robertson and Outlet's Henderson, with Henderson protesting that cash-plus-barter programming has cut into station profits by taking away station inventory.

The *60 Minutes* story also followed Sandy Frank behind-the-scenes as he made attempts to pitch his new show, *The New \$100,000 Name That Tune*. In one scene Safer interviews Frank, who tells him NATPE is "outright trench warfare this year. It's kill or be killed, and when I go out there to get an order, I go for the jugular..."



Sandy Frank (l) on the job



Programming on parade



Morley Safer

Title	No. Episodes— Length	Category	Distributor	Title	No. Episodes— Length	Category	Distributor
That's Life	1/2-hr strip	info	Blair Entertainment	Barbara Mandrell & The Mandrell Sisters	23 1-hr	variety	Syndicast
This Is Me	52 1/2-hrs	children	Ivanhoe	Best Of Groucho	130 1/2-hrs	game	WW Entertainment
This Week in Hockey	20 1/2-hrs	sports	World Events	Branded	48 1/2-hrs	drama	Leo A. Gutman
This Week's Music	1/2-hr strip	variety	Viacom	The Chisolms	6 1-hr	drama	All American TV
This Year in Country Music	52 1/2-hrs	variety	Jim Owens	Co-Ed	52 1/2-hrs	info	Scholastic Prods.
Three in the Wild	3 1-hr	doc	Fremantle	Dukes Of Hazzard	165 1/2-hrs	comedy	Warner Bros. TV
Together Again	130 1/2-hrs	drama	Western World	Dynasty	118 1-hr or 236 1/2-hrs	drama	Metromedia
Too Close for Comfort	26 1/2-hrs	comedy	D.L. Taffner Ltd.	The Facts Of Life	153 1/2-hrs	comedy	Embassy
Top 40 Videos	1/2-hr strip	variety	Columbia	Fall Guy	111 1-hr	drama	20th Century-Fox TV
The Tripods	13 1/2-hrs	drama	Fremantle	Fat Albert And The Cosby Kids	93 1/2-hrs	children	Group W Prod.
Two Per Cent	8 1-hr	drama	Fremantle	Fox Hollywood Theatre	8 2-hr	drama	20th Century-Fox TV
UCLA Football '84	11 games	sports	Metroports	Fox Mystery Theatre	13 90-min	drama	20th Century-Fox TV
US Festival	6 1-hr	variety	Centerpoint	The Greatest American Hero	42 1-hr	comedy/drama	Lexington
Vantage Point	1/2-hr strip	info	LPN Distribution	Gumby	26 1/2-hrs	children	Ziv
Voyage of Charles Darwin	7 1-hr	docudrama	Lionheart	Heathcliff	13 1/2-hrs	children	Lexington
Wards of the Street	1 1-hr	doc	King World	Hennesy	96 1/2-hrs	comedy	Leo A. Gutman
Wine Programme	6 1/2-hrs	info	Goldcrest Films	Hill Street Blues	138 1-hr	drama	Victory Television
Women of the World	13 1/2-hrs	doc	Goldcrest Films	Kids' Writes	17 1/2-hrs	chil. ren	Fremantle
Wonderful World of Adventure	26 1/2-hrs	doc	Acama Films	Little House On The Prairie	3 2-hr	drama	Worldvision
The World	26 1/2-hrs	instruct	Acama Films	Loving	1/2-hr strip	drama	Fremantle
The World in Flames	32-hr and 6 90-min	doc	Euramco	Magnum	129 1-hr	drama	MCA TV
Yan Can Wok	130 1-min	instruct	Mediacast TV	Mr. Wizard's World	26 1/2-hrs	children	Fremantle
Your Choice for the Film Awards	1 2-hr	variety	On The Air	Mystery Movies	124 90-min & 2-hr	drama	MCA TV
Off-Network series				Plasticman	130 1/2-hrs	children	Arlington
Title	No. Episodes— Length	Category	Distributor	Saturday Night Specials	8 90-min	comedy	Fox/Lorber
All New Popeye	65 1/2-hrs	children	King Features	Scenes From A Marriage	6 1-hr	drama	Almi Television
Archie Bunker's Place	97 1/2-hrs	comedy	Embassy	Smurfs	80 1/2-hrs	children	TV Program Ent.
Austin City Limits Specials 2 3-hr and 3 90-min		variety	Fremantle	Too Close For Comfort	63 1/2-hrs	comedy	D.L. Taffner, Ltd.
				Trapper John, M.D.	154 1-hr	drama	20th Century-Fox TV
				Voyagers	20 1-hr	drama	MCA TV
				You Can't Do That On TV	52 1/2-hrs	children	Fremantle



Leahy and Kehr

CBS celebrates Washington past and present

CBS-TV, proud as punch over its upcoming eight-hour mini-series, *George Washington*, brought much of the cast and many of the responsible executives to Washington last week for a preview and celebration in tandem with General Motors, sole sponsor (at \$10 million-\$12 million) of the April 8, 10 and 11 event. The CBS contingent was led by Thomas Leahy, executive vice president of the broadcast group, GM's by Vice Chairman Howard H. Kehr. Among the attending dignitaries (as they appear in the pictures below): Barry Bostwick, who plays the title role; Patty Duke Astin, playing Martha Washington; Walter Cronkite; Secretary of Defense Caspar Weinberger; FCC Commissioner James Quello; CBS-TV President Tony Ma'lara; actress Laraine Stephens and her husband, producer David Gerber; Alan Levin, executive vice president, and B. Donald (Bud) Grant, president, both of CBS Entertainment, and Linda Fernandez.



Bostwick, Astin and Cronkite



Weinberger



Quello and Ma'lara



Stephens and Gerber



Levin, Grant and Fernandez

Active indies

Independent television stations put up a strong fight in at least two of the metered markets during the February Nielsen and Arbitron rating sweeps (BROADCASTING March 12). What follows are two metered markets—Philadelphia and Detroit—where at least one of the independent stations outperformed the local affiliates in the early fringe, evening news or prime access periods:

Philadelphia

Nielsen numbers in the 5-6 p.m. local news period show that independent WTAF-TV tied or surpassed CBS-owned WCAU-TV and NBC affiliate KYW-TV. At 5-5:30 WTAF-TV carries *What's Happenin'* and scored a 9/17 in Nielsen and a 7/14 in Arbitron. Between 5:30 and 6, WTAF-TV airs *Laverne & Shirley*, and recorded a 10/18 in Nielsen and an 8/15 in Arbitron. WPHL-TV for the hour programs *Little House on the Prairie*, and scored a 5/10 Nielsen and a 5/9 Arbitron.

Those compare to local news on WCAU-TV which recorded a 9/17 Nielsen and an 8/16 Arbitron. And KYW-TV had a 5/10 in Nielsen and a 5/9 in Arbitron for its local news hour. (WPVI-TV won the period far and away with over 30 shares in both services).

The two independent stations also beat out KYW-TV and WCAU-TV in both services during the third half-hour of local news from 6-6:30. During that period, WTAF-TV programs *Happy Days*, and earned an 11/19 Nielsen and a 9/16 Arbitron, while WPHL-TV with *Barney Miller* recorded a 7/11 Nielsen and a 5/9 Arbitron. In local news, KYW-TV had a 5/9 Nielsen and a 5/8 Arbitron, while WCAU-TV had a 9/16 in both services. WPVI-TV maintained the lead with a 33 share in Nielsen and a 42 share in Arbitron.

When all three affiliates have their network news feeds between 6:30 and 7, WTAF-TV runs *M*A*S*H* and scores a 12/19 Nielsen and a 11/18 Arbitron, while WPHL-TV programs *The Jeffersons* and racks up a 9/15 Nielsen and a 7/11 Arbitron.

At 7-7:30, when all five stations in the market run syndicated programming, WTAF-TV runs a second half-hour of *M*A*S*H* episodes and scores even higher—a 12/20 in both Nielsen and Arbitron. WPHL-TV has *Three's Company* and scores an 8/14 Nielsen and a 7/11 Arbitron.

Detroit

Of the two independents in the Detroit market, WKBD-TV won 5-8 against the market's other independent, WXON-TV) and ranked second behind WXYZ-TV beating the other affiliates and non affiliates in the market.

At 5, WKBD-TV carries *Mork and Mindy* and earned a 7/15 Nielsen and a 9/18 Arbitron, and at 5:30-6, WKBD-TV airs *Laverne & Shirley* and scored an 11/21 Nielsen and a 12/21 Arbitron. During the hour, WXON-TV carries *Buck Rogers*, which averaged a 7/14 in Nielsen and a 6/10 in Arbitron.

At 6, WKBD-TV runs *Happy Days Again* and earned an 11/21 Nielsen and a 13/21 Arbitron, while at 6:30-7 it runs *WKRP in Cincinnati*, and recorded a 12/22 Nielsen and a 14/22 Arbitron. From 6 to 7, WXON-TV programs *B.J. and Lobo*, and recorded an average 6/10 in Nielsen and a 6/9 for the first half hour and 7/11 for the second half-hour in Arbitron.

From 7-7:30, WKBD-TV runs *M*A*S*H* and garnered a 14/23 Nielsen and a 13/20 Arbitron, while at 7:30-8 it airs *Three's Company* and picked up a 14/21 Nielsen and a 15/21 Arbitron. WXON-TV carries *Vegas* during the hour, and averages a 4/7 Nielsen and a 5/8 Arbitron. □



Reliving flight #90. On an unusually snowy day in January 1982, 74 passengers enroute to Tampa, Fla., perished in the icy waters of the Potomac river in Washington, when Air Florida flight #90 crashed after takeoff. At 9 p.m. NYT on April 1, NBC will recreate that tragedy when it telecasts *Flight #90: Disaster on the Potomac*. Billed as a "recreation of the human drama surrounding the crash and the incredible heroism of those involved" in the rescue of the five survivors, the two hour made-for-TV movie intercuts actual news footage of the accident with staged dramatizations of events leading to the accident. The dramatizations are based on the official National Transportation Safety Board report, NBC said.

At a press conference held by NBC in Washington last week to promote the film were (l-r): Roger Olian, a Washington sheet-metal worker who jumped into the frigid water to rescue the victims, and Nikki Felch, one of the five survivors, who said they thought the film accurately recounted their experiences. They were joined at the meeting by actor Richard Masur, who plays Olian, and Barry Schiff, an airline pilot who served as the film's technical adviser.

ABC comes away with a win

ABC-TV moved into the winner's column in the prime time ratings for the week ended March 18, taking it with a Nielsen rating/share average of 16.8/27, three-tenths of a rating point better than CBS-TV's 16.5/26 and two rating points ahead of NBC-TV's 14.8/24.

ABC won the week even though it won only two nights, while CBS

won three and NBC two. ABC did it by winning big on the nights it did win and coming close—less than a rating point out of first place—on two of the nights it lost. ABC took Wednesday and Saturday, CBS took Thursday, Friday and Sunday and NBC took Monday and Tuesday nights.

Rank □ Show □ Network □ Rating/Share

1.	Dynasty	ABC	24.6/38
2.	Dallas	CBS	24.4/39
3.	Magnum, P.I.	CBS	23.6/37
4.	60 Minutes	CBS	23.5/38
5.	A-Team	NBC	22.9/33
6.	People's Choice Awards	CBS	22.3/35
7.	Hotel	ABC	22.0/38
8.	TV's Bloopers and Practical Jokes	NBC	21.6/32
9.	Falcon Crest	CBS	21.0/37
10.	Why Me	NBC	20.8/32
11.	Second Sight: A Love Story	CBS	20.5/33
12.	Dean Martin Celebrity Roast	NBC	19.9/31
13.	Absence of Malice	ABC	19.4/32
14.	Scarecrow & Mrs. King	CBS	19.2/28
15.	Love Boat	ABC	19.0/32
16.	Alien	CBS	18.6/28
17.	Hardcastle & McCormick	ABC	18.5/28
18.	Facts of Life	NBC	18.5/28
19.	Her Life As a Man	NBC	18.3/29
20.	Hill Street Blues	NBC	18.2/30
21.	Matt Houston	ABC	17.6/31
22.	Webster	ABC	17.4/28
23.	Hart to Hart	ABC	17.3/29

Rank □ Show □ Network □ Rating/Share

24.	Full Guy	ABC	16.9/27
25.	Family Ties	NBC	16.9/26
26.	Gimme A Break	NBC	16.8/27
27.	Trapper John, M.D.	CBS	16.7/28
28.	Knight Rider	NBC	16.7/25
29.	Diff'rent Strokes	NBC	16.5/29
30.	Silver Spoons	NBC	16.5/28
31.	Roulupe, Bleeps & Blunders	AEC	16.3/24
32.	Cheers	NBC	16.0/24
33.	Fantasy Island	ABC	15.8/29
34.	Scarecrow Mrs. King	CBS	15.6/23
35.	Suzanne Pleshette Show	CBS	15.4/24
36.	Night Court	NBC	15.4/24
37.	T.J. Hooker	ABC	15.1/26
38.	Three's Company	ABC	15.1/22
39.	Benson	ABC	15.0/25
40.	AfterMash	CBS	15.0/22
41.	a.k.a. Pablo	ABC	14.9/21
42.	Lottery	ABC	14.7/22
43.	St. Elsewhere	NBC	14.6/25
44.	Domestic Life	NBC	14.6/22
45.	Murder Me, Murder You	CBS	14.5/28
46.	Newhart	CBS	14.4/22
47.	Blue Thunder	ABC	14.3/23

Rank □ Show □ Network □ Rating/Share

48.	Automan	ABC	14.2/21
49.	Mississippi	CBS	13.9/20
50.	Mama's Family	NBC	13.7/23
51.	Oh Madeline	ABC	13.6/20
52.	Master	NBC	13.4/22
53.	The Border	NBC	13.4/21
54.	Ripley's Believe It or Not	ABC	12.7/21
55.	Lynda Carter Special	CBS	12.6/21
56.	20/20	ABC	12.1/20
57.	Buffalo Bill	NBC	12.1/18
58.	One Day At A Time	CBS	11.8/19
59.	Mama Malone	CBS	11.3/17
60.	Emerald Point, N.A.S.	CBS	10.6/17
61.	Yellow Rose	NBC	9.6/17
62.	Decision '84	NBC	9.3/16
63.	Chu Chu & Philly Flash	CBS	9.3/16
64.	Whiz Kids	CBS	8.8/15
65.	Two Marriages	ABC	8.6/14
66.	Legmen	NBC	7.7/12
67.	New Show	NBC	6.3/11
68.	First Camera	NBC	6.2/10
69.	LaRouche Political	NBC	4.9/9

Bates predicts slight rise in C-P-M

Agency's analysis of past 10 years shows media costs quickly following increases in consumer price index, but not so quickly following when it goes down

Ted Bates Advertising, New York, says media costs are slow to respond when inflation rates decline but quicker to react when inflation is on the rise.

Bates offers details in a report on "Media Cost-Per-Thousand Trends: 1975-84," the latest in a long series of annual trend analyses by the agency.

Although inflation as measured by the Consumer Price Index (CPI) dropped from 11% in 1980-81 to 6% in 1982, the report concludes, the first real drops in media costs-per-thousand (C-P-M) did not occur until 1983—and were still higher than the inflation rate, which by then was down to 3%. This year, with signs that inflation is inching up again, Bates expects that media costs will, too. But its projections anticipate "only moderate" C-P-M increases.

The report, by Bates's media information and analysis division, tracks cost efficiencies (C-P-M's) and advertising expenditures for nine media elements for the decade from 1975 through 1984. Unlike the agency's previous trend studies, it does not track trends in unit costs and audiences; officials say that with so many changes in the media universe in recent years—the explosion in the number of radio networks, for one example—such trend numbers have been "too artificial."

In 1983, when C-P-M increases began to respond to the decline in the inflation rate, the report says, "most media increases were of a single-digit nature with the exception of only two media—network radio and newspapers, which experienced a 10% increase."

"Daytime network television experienced one of the lowest increases in C-P-M (5%) while spot television saw a slightly higher rise (8%). Evening network television saw a sharp decline from its excessive 1982 C-P-M increase [of 24%] to a more moderate 7%. Magazines and outdoor both rose 6%. Outdoor's 6% rise was the first single-digit increase for the medium in several years. Finally, national supplements had one of the lowest C-P-M increases at 5%."

For 1984, the report notes that the Conference Board anticipates a 6% rise in the CPI, double the 1983 rate. Media C-P-M's in general will probably follow suit, the report continues but adds that "these increases should only be moderate."

"While media costs were slow to react to a decline in the inflation rate," the analysis observes, "this does not appear to be the case when an increase in the inflation rate is predicted."

Advertisers viewing 1984 in a more positive light could take the position that with

inflation expected to increase substantially, inflationary-adjusted 'real' C-P-M increases should be moderate or nonexistent."

Specifically, the study expects that network radio and spot radio should maintain their 1983 rates of increase at 10% and 7%, respectively; that daytime network TV should come in at an increase of 8% and evening network television at a slightly higher 11% increase; that magazines and supplements should both increase slightly to about 7%,

with newspapers declining slightly to 7% and outdoor up modestly to 8%.

The analysis doesn't buy the widespread belief that the Olympics and election-year campaigning will send TV media costs up. "These two factors combined might have some effect on network costs," the report says, "but the effect, if any, should be minimal. In fact, when examining the effect the Olympics and the elections have had on media costs in the past, no apparent or consistent trend emerges."

As in earlier analyses, Bates characterizes 1976-79 as "boom years" when "there was

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	145	157	153
1981	218	203	162	163	173	163	155	155	173	169
1982	238	251	176	181	191	183	164	166	191	179
1983	250	269	190	193	210	192	176	182	202	185
1984 (est.)	270	298	208	206	225	205	188	200	219	196

Average Yearly Percent Increase in C-P-M

Category	1976-79	80-81	1982	1983	1984*
Daytime network TV	+17	+9	+9	+5	+8
Evening network TV	+14	+10	+24	+7	+11
Spot TV	+10	+6	+9	+8	+9
Network radio	+8	+8	+7	+10	+10
Spot radio	+8	+7	+6	+7	+7
Magazines	+7	+9	+11	+6	+7
Supplements	+8	+10	+12	+5	+7
Newspapers	+9	+9	+10	+10	+7
Posters	+9	+10	+10	+6	+8
CPI	+8	+11	+6	+3	+6

* projection

National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers	Supplements	Net Radio	Outdoor
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	120	115
1977	150	136	148	132	132	132	132
1978	172	161	177	139	148	148	140
1979	199	177	200	160	160	160	161
1980	222	201	215	177	185	185	165
1981	242	230	241	204	215	215	190
1982	269	269	253	221	235	235	211
1983	303	297	287	242	254	254	236

Tables report trends in index form with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, mime black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-84 based on increases in 50 showing. CPI's are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. CPI is based on increases in yearly average rather than December to December. Figures for 1984 are Ted Bates's estimates.

generally a dramatic increase in C-P-M's across all media, especially among the television elements analyzed." In 1980-81, the report continues, "the rate of the media C-P-M increases abated somewhat...specifically in the all-important television area, even though the annual inflation rate increases in the 1980-81 period averaged 11% yearly." Bates found it "gratifying that none of the media elements' C-P-M increases in this inflationary period exceeded the CPI level [11%]."

Then, in 1982, the CPI's rate of increase dropped to 6%, the report notes, but the C-P-M percentage increases remained pretty much what they were in 1980-81—except for prime time television which showed an "alarming" 24% rise. "Thus," the report continues, "with inflationary pressure subsiding and the media C-P-M increases holding fast, or increasing substantially in the case of prime time, the spread between media C-P-M and

CPI increases widened substantially."

The report also looks at trends in advertising volume and finds that growth there has exceeded the growth in the gross national product (GNP) in every year but one since 1976, "and is expected to continue to do so in 1984." (The one exception was 1977, when both advertising volume and GNP grew by 12%.) In 1982, advertising volume grew 10% to the GNP's 4%, "the most dramatic difference between the two measures in the decade [and] perhaps indicative of the sluggish economy of 1982."

In 1983 advertising volume increased by 13% while the GNP growth rate doubled to 8%, and this year Bates estimates ad volume will rise by 14% and GNP by 10%. The report notes that advertising volume as a percentage of GNP has increased steadily since 1975, reaching 2.27% last year and projected to 2.36% in 1984—"levels that have not been seen since the '60's." □

Wendy's kind of commercial

In the two-and-a-half months since "Where's the beef?" was first uttered by a little old lady, the hamburger chain's sales have skyrocketed

Wendy's International and its national agency, Dancer Fitzgerald Sample, New York, have no beef at all about their "Where's the beef?" television commercials.

In fact, Wendy's and DFS are exultant. The phrase has become a national craze, gripping the country like an epidemic and showing no immediate signs of losing its virulence after 11 weeks on the air. "Where's the beef?" has been spread by word of mouth in offices and restaurants and by politicians and comedians and may well go down in the annals of advertising lore along with "I wonder where the yellow went," "You can be sure if it's Westinghouse," and, back 40 years, "Lucky Strike green has gone to war."

What pleases Wendy's and DFS is that "Where's the Beef?" is much more than a pungent rejoinder. It seems to be a catalyst for sales. According to Bob Reed, senior vice president and management supervisor at DFS, the "beef" commercial has helped business at Wendy's 2,600 hamburger restaurants. Reports from restaurant managers on January and February sales, he said, show that business has improved markedly. In addition, Reed added, ongoing tracking studies that DFS conducts for Wendy's point to improved acceptance of the Wendy single hamburger over the past five or six weeks.

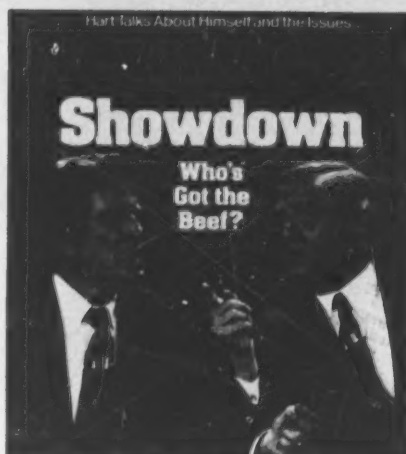
Reed noted that originally Wendy's "big beef" commercial was scheduled to run for only four weeks starting Jan. 9. The commercials' popularity led to another four-week flight with a second spot using the same catch phrase. That flight ends this week. For January-February of 1983, Wendy's had no investment in television; this year the tab for the two months will be in the \$15-\$20 million range. The spearhead is prime time advertising on the three networks, supplemented by local and national television in more than 100 markets.

The "Where's the beef?" catch phrase re-

ceived one of its earliest and most potent boosts a few weeks after the commercial's initial exposure when President Reagan called the astronauts circling in space. The President mentioned that "Nancy wants to know, 'where's the beef?'"

Walter Mondale used the line in a nationally telecast debate as a retort to Gary Hart, and Mondale supporters appropriated the phrase as an unofficial campaign slogan ("Ad Vantage," March 19). Two weeks ago Johnny Carson used the line as the basis of his monologue. The phrase has been used at college sports events, in church sermons and in comic strips and political cartoons, according to DFS.

The commercial focuses on three elderly women who have bought hamburgers (not Wendy's) with large, fluffy buns but little meat. They complain about it at an unmanned service counter and one character keeps calling to the back, "Where's the beef?" A voice-over announcer says, "At Wendy's, the hamburger we modestly call a



'Single' has more beef than the Big Mac or Whopper... Wendy's kind of people never ask, "Where's the beef?"

A DFS spokesman said T-shirts, buttons, underwear and other articles have appeared all over the country with the line and with likenesses of the three women who appear in the spot. (The "WTB" line is now a registered trademark.)

Bob Reed points out that Clara Peller, the over-80 former manicurist who voices the line, has become an instant celebrity. There are Clara Peller fan clubs all over the country and she has been invited to appear on dozens of TV talk shows.

Reed says that after the completion of the second four-week flight this week, the results will be discussed and evaluated and a decision made on how to proceed.

The TV commercial was produced by Sedelmaier Productions in Chicago. Cliff Freeman of DFS wrote the copy. The agency producer was Susan Scherl and the agency art director was Donna Weinheim. Did Dancer anticipate the phenomenon that would emerge from the beef commercial? According to Freeman, who wrote the copy, "Not at all; we all thought it was a good commercial, but no one could predict its wide acceptance." □



'Where's the beef?'

■ Vero Beach, Fla.—Vero Beach Radio Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 7020 Woodbridge Circle, Boca Raton, Fla. 33434. Applicant is corporation owned by Harry and Helen Reiner (25% each), husband and wife, and Simon and Marilyn Goldman (25% each), husband and wife. They have interest in licensee of WTTB(AM) Vero Beach, Fla. (Harry Reiner 20%, Helen Reiner 2.8%, Simon Goldman 10%, Marilyn Goldman 10%). Harry Reiner has 20% interest in licensee of WLBE(AM) Leesburg, Fla. The Goldmans have interest in CP for new TV at Brunswick, Ga. Samuel Goldman has 80% interest in licensee of WTTN(AM)-WWSE(FM) Jamestown, N.Y.; WLKK(AM)-WLWU(FM) Erie, Pa.; WYMT(AM) Burlington, Vt.; WSYB(AM)-WRUT(FM) Rutland, Vt., and WUWU(FM) Wethersfield Township, N.Y. Filed March 9.

■ Vero Beach, Fla.—Verocom Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 7255, Baltimore, Md. 21218-0255. Applicant is corporation owned by Alex A. Nolfi, president (51%), and Dr. James Frenkil (49%). They have no other broadcast interests. Filed March 8.

■ Vero Beach, Fla.—Women Broadcasters of Florida seeks 101.7 mhz, 3 kw, HAAT: 328 ft. Address: 3926 Versailles Drive, Tampa, Fla. 33614. Applicant is general partnership of Suzette M. Berkman (50%) and Roberta Berkman (50%), sisters-in-law; Monroe Berkman, husband of Suzette, and Stephen Berkman, husband of Roberta, each own 1½% of outstanding common stock of Associated Communications Corp., licensee of WPGR(AM) and WSNL-FM, both Philadelphia; WPIT-AM-FM Pittsburgh; WTYM(AM) Tampa, Fla.; WNYX-AM-FM Buffalo, N.Y.; WPXN(AM)-WPXY-FM Rochester, N.Y., and WSTV(AM)-WRKY(FM) Steubenville, Ohio. Filed March 9.

■ Augusta, Ga.—Family Stations Inc. seeks 89.1 mhz, 2kw-U, HAAT: 1,475 ft. Address: 290 Hengenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit Calif.-based corporation promoting religious programming and headed by Harold Camping. It is licensee of eight FM's and two AM's, assignee of FM and applicant for two TV's and 24 other noncommercial FM's, including Cincinnati (see below). Filed March 9.

■ Waimea, Hawaii—Janus Inc. seeks 99.1 mhz, 100 kw, HAAT: 488 ft. Address: 1662 Willomont Ave., San Jose, Calif. 95124. Applicant is owned by Richard A. Bowers (34%), Margaret M. Rohrer and Janis Muller (33% each). All three also have app. for new AM at Waimea, Hawaii. Thomas F. Muller, husband of Janis, has interests, along with Bowers, in app.'s for new AM's at Hialeah and Pine Hills, both Florida, and Marina, Calif. Both have interest, along with Raymond E. Rohrer, husband of Margaret, for new AM at Grover City, Calif. Filed March 2.

■ Somerset, Ky.—Somerset Educational Broadcasting Foundation seeks 90.5 mhz, 15 kw-U, HAAT: 590 ft. Address: 2034 N. Highway 39, Somerset, Ky. 42501. Applicant is nonprofit educational charitable trust headed by trustees, including David Carr, pastor. It has no other broadcast interests. Filed March 8.

■ Fitchburg, Mass.—Fitchburg State College seeks 91.3 mhz, 100 w, HAAT: minus 134 ft. Address: 160 Pearl St., Fitchburg, Mass. 01420. Applicant is four-year state college, headed by Dr. Vincent J. Mara, president. Filed March 5.

■ Orchard, Neb.—Jerrell E. Kautz seeks 105.3 mhz, 100 kw, HAAT: 525 ft. Address: 4521 25th St., Columbus, Neb. 68601. Kautz has app.'s pending for new UHF TV in McCook, Neb.; new FM in Downs, Kan.; new FM in Hill City, Kan., and is building new AM at Imperial, Neb. He also owns 40% of KZMC Inc., which operates KZMC-FM McCook, Neb. Kautz' wife, Kathy, is app. for new FM at Imperial, Neb., and has no other broadcast interests. Filed March 12.

■ Syracuse, N.Y.—Family Stations Inc. seeks 90.3 mhz, 900 w, HAAT: 162 ft. Applicant has also filed app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 1.

■ Wellsville, N.Y.—Herman B. Hoges seeks 93.5 mhz, 1.5 kw, HAAT: 393.6 ft. Address: 5201 Atlantic Blvd. #49, Jacksonville, Fla. 32207. Hoges is chief operator with WAIV-FM and WOKV-AM, both Jacksonville, Fla. Filed March 12.

■ Wilson, N.C.—Family Stations Inc. seeks 90.5 mhz, 5 kw, HAAT: 281 ft. Applicant has also filed other app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed Feb. 29.

■ Cincinnati—Family Stations Inc. seeks 90.1 mhz, 5.7 kw-U, HAAT: 383 ft. Also applicant for new noncommercial FM at Augusta, Ga. Filed March 9.

■ Alva, Okla.—Drain Broadcasting Co. seeks 94.3 mhz, 900 w, HAAT: 526 ft. Address: 6231 I-40 West #205, Amarillo, Tex. 79106. Applicant is partnership of Sharon C. Blevins Drain (51%) and husband, George W. Drain (49%). They have no other broadcast interests. Filed March 9.

■ Alva, Okla.—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 East Albert Parkway, McAlester, Okla. 74502. Applicant is corporation owned by Brian A. Dodge, president (20%), Nelson (Chico) Morales (40%), Marrian Akley (20%) and Timothy Aaron Big Pond (20%). Dodge and Morales are principals in pending FM app. for ch. 228A Harwichport, Mass. Dodge also has 15% stock in Masterpiece Communications, licensee of WYRS(FM) Waterbury, Conn. Dodge's mother, Eta M. Dodge, is director in Harwichport, Mass., FM app. Filed March 12.

■ Frederick, Okla.—Southwest Christian Media Inc. seeks 91.5 mhz, 100 kw, HAAT: 506. Address: 1200 South Main St., Frederick, Okla. 73542. Applicant is headed by Richard Melvin Hazel, president. Filed March 5.

■ [CP] Haldton, Okla.—TAP Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1005 Rockford Rd., Ardmore, Okla. 73401. Applicant is owned by Ashley D. Parrish (51%) and husband, Thomas W. (49%). TAP is currently app. for LPTV CP on ch. 51 Muskogee, Okla. Richard C. Parrish, brother of Thomas W. Parrish, and wife, Linda, each own 50% stock in Parrish Broadcasting System Inc., licensee of KMUS(AM) Muskogee, Okla. Linda Parrish also owns 50% stock in Trail of Tears Communications Inc., permittee of KRLQ(FM) Muskogee, Okla. Filed March 9.

■ McAlester, Okla.—Megacom Broadcasting seeks 104.9 mhz, 1.45 kw, HAAT: 454 ft. Address: 1st & Carl Albert Parkway, McAlester, Okla. 74501. Applicant is owned by Randy Dunn, pres. (80%), Anthony Ashmore (15%) and Mark Emmons. They have no other broadcast interests. Filed March 9.

■ McAlester, Okla.—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Also applicant for new FM at Alva, Okla. (see above). Filed March 9.

■ Erie, Pa.—Family Stations Inc. seeks 88.1 mhz, 10 kw, HAAT: 658 ft. Applicant has also filed other app.'s for new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 2.

■ Lancaster, Pa.—Spanish American Civic Association for Equality seeks 91.3 mhz, 80.04 w, HAAT: 125.25 ft. Address: 545 Pershing Ave., Lancaster, Pa. 17602. Applicant is nonprofit educational institution. Adele Valentine is chairman. It has no other broadcast interests. Filed March 9.

■ Saluda, S.C.—Saluda Broadcasters seeks 92.1 mhz, 2.45 kw, HAAT: 328 ft. Address: Route 3 Box 677, Saluda, S.C. 29138. Applicant is limited partnership of Joyce C. Smith, general partner (51% O, 100% VS) and Don Smith, limited partner (49% O). They have no other broadcast interests. Filed March 13.

Summary of broadcasting as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ San Angelo, Tex.—Earshot Broadcasting Inc. seeks 98.7 mhz, 92.6 kw, HAAT: 1,290 ft. Applicant is owned by James Gregory Thomas, president (49%) and Sylvia Price Thomas, vice president (51%). They have no other broadcast interests. Filed March 8.

■ Appomattox, Va.—Calvin Wayne Campbell seeks 102.7 mhz, 17 kw, HAAT: 776 ft. Address: Rt. 1 Box 225, Forest, Va. 24551. He has no other broadcast interests. Filed March 12.

■ Newcastle, Wyo.—Thomas A. Voss Enterprises Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 481 Newcastle, Wyo. 82701. Applicant has no other broadcast interests. Filed Feb. 29.

TV's

■ McCook, Neb.—Jerrell E. Kautz seeks ch. 16; ERP: 1,000 kw vis., 200 kw aur.; HAAT: 586 ft. Address: 4521 25th St., Columbus, Neb. 68601-0000. Principal is proprietorship wholly owned by Kautz. Kautz also owns 40% of KZMC Inc., licensee of KZMC-FM McCook, Neb.; holds CP for new AM at Imperial, Neb., and is app. for new FM's at Hill City, Kan.; Downs, Kan., and Orchard, Neb. Filed March 12.

■ Hamilton, Ohio—Miami Valley Radiotelevision seeks ch. 25; ERP: 26.3 kw vis., 2.63 kw aur.; HAAT: 417.25 ft. Address: 1591 Boyle Rd., Hamilton, Ohio 45013-1899. Applicant is owned by Richard L. Plessinger Sr., who has no other broadcast interests. Filed March 8.

Ownership changes

Applications

■ WD'K(AM) Dadeville, Ala. (1450 khz, 250 kw-U)—Seeks transfer of control of Fidelity Broadcasting Inc. from Barry Ingram (30% before; none after) and Joseph E. Marshall (40% before; none after) to Frank L. Pearson (30% before; 90% after) and Harlen H. Brown (none before; 10% after). No monetary consideration involved. Brown is station's general manager. Filed March 14.

■ WFAN-AM-FM Stonington, Conn. (102.3 mhz, 3 kw, HAAT: 260 ft.)—Seeks assignment of license from Mystic Stonington Broadcasting Corp. to Shoreline Communications Inc. for \$825,000, including \$800,000 cash. Seller is majority owned by Danny C. Lennon. He is also 50% owner of WASY(AM) Gorham, Me. Buyer is owned by David J. Quinn and wife, Barbara A. (33½% jointly); their son, David J. Quinn, and William P. Egan (33½% each). Edward and Barbara Quinn are also applicants for new FM at Chatham, Mass. David Quinn is general manager of WNL(AM)-WTYD(FM) New London, Conn. Egan is partner in Boston-based venture capital firm, Burr, Egan & Deleage. Filed March 8.

■ WNRK(AM) Newark, Del. (1260 khz, 1 kw-D)—Seeks involuntary assignment of license from Cook Broadcasting Inc. to Alfred R. Campagnone, receiver. Assignor is owned by William S. Cook and wife, Judith W. Neither have other broadcast interests. Assignee was appointed by Court of Chancery for New Castle County, Delaware (case no. 7386), after assignor defaulted on \$425,000 loan from Heller-Oak Communications Finance Corp. Filed March 6.

■ WJBF(TV) Augusta, Ga. (ABC, ch. 6, 100 kw vis., 20 kw aur., HAAT: 1,370 ft.) and WTVM(TV) Columbus (ABC, ch. 9, 284 kw vis., 52.5 kw vis., HAAT: 1,650 ft.), both Georgia; KGVO(AM) (1290 khz, 5 kw-U) and KCAP-AM-FM Helena (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz, 3 kw), both Montana, and WAPA-TV San Juan, P.R. (ch. 4, 53.7 kw vis., 8.1 kw aur., HAAT: 2,865 ft.)—Seeks transfer of control of Western Broadcasting Co. from certain shareholders (100% before; none after) to SFN Companies Inc. for \$116 million cash, subject to adjustments. (see "Top of the Week," Jan. 16). Filed March 9.

■ WTVJ(TV) Miami (CBS, ch. 4, 100 kw vis., 20 kw aur., HAAT: 950 ft.); WZZM-TV Grand Rapids, Mich. (ABC, ch. 13, 295 kw vis., 63 kw aur., HAAT: 1,000 ft.); WWHT(TV) Newark, N.J. (ch. 68, 55 kw vis., 11 kw aur. (CP: 2,667 kw vis., 266 kw aur.) HAAT: 968 ft.); WSNL-TV Smithtown, N.Y. (ch. 67, 1,280 kw vis., 208 kw aur., HAAT: 440 ft.); WLOS-TV Asheville, N.C. (Greenville, S.C.) (ABC, ch. 13, 170 kw vis., 19.6 kw aur., HAAT: 2,804 ft.), and KVOS-TV Bellingham, Wash. (CBS, ch. 12, 229 kw vis., 45.7 kw aur., HAAT: 1,370 ft.)—Seeks assignment of license from Wometco Enterprises Inc. to Wometco Broadcast Acquisition Corp. for estimated \$400 million. Sale is part of \$842 million dollar leveraged buyout of Wometco Enterprises, which also owns cable systems and soft drink bottling company (see "Top of the Week," Sept. 26, 1983). Filed Nov. 29, 1983.

■ KIDA-FM Ida Grove, Iowa (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from The B.F. Broad-